

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

September 28, 2010
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

A-Molly Hood for Jim Bacon, Paradise Valley
Charlie McClendon, Avondale, Vice Chair

*Bryant Powell, Apache Junction

Tracy Clark, ADOT

Andrea Marquez, Buckeye

A-DJ Stapley, Carefree

*Usama Abujbarah, Cave Creek

David de la Torre, Chandler

A-Mark Smith, El Mirage

A-Ken Valverde for Eugene Slechta, Fountain Hills

*Terry Yergan, Gila River Indian Community

Thomas Ritz, Glendale

A-Katie Wilken, Goodyear

*Gino Turrubiarres, Guadalupe

*Rick Buss, Town of Gila Bend

A-Nathan Williams for Kyle Mieras, Gilbert

Sonny Culbreth, Litchfield Park

*Matt Holm, Maricopa County

Wahid Alam, Mesa

A-Ed Boik, Peoria

Chris DePerro, Phoenix

Dave Williams, Queen Creek

*Bryan Meyers,

Salt River Pima-Maricopa Indian Community

*Eddie Lamperez, Scottsdale

Lloyd Abrams, Surprise

A-Arlene Palisoc for Lisa Collins, Tempe

*Anne McCracken, Valley Metro

*Lloyce Robinson, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Amy St. Peter, MAG

Heidi Bickart, MAG

Jami Garrison, MAG

Jason Howard, MAG

Peter Burnett, MAG

Jesse Ayers, MAG

Steve, Gross, MAG

Anubhav Bagley, MAG

Don Thorstenson, MAG

Max Enterline, Phoenix

Eric Morgan, Avondale

Amy Bratt, Phoenix Chamber

1. Call to Order

The meeting was called to order at 10:00am by the Vice Chair, Charlie McClendon. Mr. McClendon welcomed new POPTAC member, Tracy Clark, to the committee.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of July 27, 2010

Dave Williams moved, Sonny Culbreth seconded and it was unanimously recommended to approve the meeting minutes of July 27, 2010.

4. Chair and Vice Chair Term Appointments

Heidi Bickart stated that on July 22, 2009, the MAG Regional Council approved the MAG Committee Operating Policies and Procedures. She said this document has clarified, and in some cases, modified, former MAG committee procedures. Ms. Bickart noted that the policies and procedures state that Chairs and Vice Chairs of technical and policy committees, will be appointed by the MAG Executive Committee and are eligible for one-year terms, with possible reappointment to serve up to one additional term by consent of the committee.

Heidi Bickart announced that the MAG POPTAC chair and vice chair have agreed to reappointment by consent of the POPTAC. She reported that the recommendation will go to the November 15, 2010 Executive Committee meeting for approval.

Sonny Culbreth moved, DJ Stapley seconded and it was unanimously recommended to reappoint the current chair, Jim Bacon, and vice chair, Charlie McClendon, of the MAG POPTAC to serve an additional one-year term.

5. Sustainable Communities Regional Planning Grant Program

Amy St. Peter provided an update on the submittal of the grant for the Sustainable Communities Regional Planning Grant Program. In August 2010, MAG submitted an application for the Sustainable Communities Regional Planning Grant Program on behalf of the Sun Corridor Consortium. The grant requests nearly \$5 million to support the creation of a regional plan for sustainable development. The purpose of the plan is to integrate housing, economic development, and transportation planning in order to enhance the economy, the environment, and social equity. In total, 120 partners formally supported the grant application by leveraging nearly \$21 million. The Sustainable Communities Planning Grant Program is offered through the U.S. Department of Housing and Urban Development (HUD) in partnership with the U.S. Department of Transportation and the Environmental Protection Agency. The application process is expected to be very competitive for the \$98 million available nationally. MAG began convening stakeholders in April 2010 to explore possible opportunities to position the region well. Six initiatives were proposed in the application to inform the process to develop the Sun Corridor Regional Plan for Sustainable Development. These initiatives address issues such as transportation and housing. Securing funding now may be advantageous for the region if regional plans for sustainable development become a requirement with the re-authorization of federal transportation funding.

Amy St. Peter provided an update on the activities and partners included in the grant application. She said there were over 1000 applications and the grant is extremely competitive and oversubscribed. She said there will probably be about 15 grants awarded. She said HUD indicated that they plan to notify those that receive the grants in October but this may be delayed due to the large number of applications received.

6. Status Report on Census 2010

Jami Garrison said the Census Bureau has completed the Non Response Follow-Up phase of Census 2010 and the local census offices are closed.

Ms. Garrison referred POPTAC members to a poster in the room showing Final Mail Participation Rates for the Census 2010 questionnaire. She said the data is as of 4/27/2010. She noted that Maricopa County rate was 70 percent versus 69 percent in 2000 and the range for member agencies was 46 percent to 77 percent with the highest participation rate from Cave Creek with 77 percent.

Jami Garrison referred members to the 2010 Count release schedule included as Attachment Two. She reviewed key dates and data being released in the next year.

Jami Garrison noted that MAG staff is reviewing the Federal Register Notice regarding Proposed Urban Area criteria for the 2010 Census. She said comments are due in writing by November 22, 2010. She said the web site link to the notice has been included in the agenda.

Jami Garrison said the Census Bureau released the first of the 2009 ACS estimates this morning. These are the one year data for places and county subdivisions with population of 65,000 or more.

Thomas Ritz asked if MAG is planning to comment on the urban area definition. Anubhav Bagley replied yes MAG is in the process of reviewing the federal register notice. He said the Census Bureau used Phoenix as a test case but they cannot give the test data for the Phoenix metro area to MAG. He added that MAG will be evaluating the changes and differences in the urban area and report back to POPTAC. Thomas Ritz asked how Arizona fared as a test region. Anubhav Bagley said there was not a significant difference but MAG has not been able to get the data.

7. The 2010 Census Count Question Resolution Program

Heidi Bickart said that MAG staff would like to be proactive and alert the MAG POPTAC to an upcoming Census 2010 program, called Count Question Resolution (CQR) Program.

She reported that the Census Bureau will initiate the CQR Program in June 2011 and that the program provides local governments an opportunity to challenge their Census population and housing unit counts. She stated that corrections can be made for inaccurate boundaries, geocoding errors, and coverage errors. The CQR program procedures include researching challenges and, as appropriate, making corrections and issuing revised official population and housing unit counts, which the Census Bureau will also use for the Census Bureau's Population Estimates program.

Heidi Bickart reported that the Census Bureau would not make adjustments for data that was not collected in the Census. The Census Bureau will not collect additional data for the enumeration of living quarters through the CQR program. The Census Bureau will only accept challenges from the highest elected official or someone acting on their behalf. The Census Bureau will NOT incorporate the CQR corrections into 2010 data summary files and tables prepared after the CQR process begins nor will the Census Bureau re-tabulate Summary File 1 or Demographic Profile tables. She referred POPTAC members attending via audio conference to the URL in the agenda item: <http://federalregister.gov/a/2010-12626>.

She noted that MAG staff is preparing a plan for this post Census 2010 program and said that staff intends to assist member agencies by identifying large issues and any red flags in the data. She said MAG will work with the Adhoc POPTAC on this program.

Chris de Perro asked if the Census Bureau will solicit input on the CQR directly with the member agency. Heidi Bickart said that CQR is a program between the Census Bureau and the member agency and MAG will assist by providing updates to POPTAC on a regular basis to keep members informed. She said a letter will be sent from the Census Bureau to the highest elected official and she will alert POPTAC when these letters have been sent.

8. Arizona Department of Commerce Update

Anubhav Bagley said the Arizona Department of Commerce (ADOC) is being morphed into the Commerce Authority. He said that all indications are that the Research Administration section, which includes the groups working on population and employment data, will be transferred to the Office of Strategic Planning and Budget (OSPB). Mr. Bagley said MAG staff attends the monthly Council of Technical Solutions (CTS) meetings. The CTS was established by the State Demographer at the Arizona Department of Commerce in February 2009. This group, created by Executive Order 2009-1, meets every month to discuss technical issues as related to population data, methods and processes.

Anubhav Bagley provided an update on the July 1, 2010 population estimates, and estimates methodology. He said this set of estimates is unique due to its close proximity to the release of Census 2010 data. He said they are in discussions about pushing back the date for the population estimates. He noted they are looking at data used for input into the estimates methodology. Medicare, social security and school enrollment data has been reviewed.

DJ Stapley asked if they have discussed including foreclosure data in the housing unit method (HUM). Anubhav Bagley replied that HUM accounts for 80 percent. He said there is not a consistent data series on foreclosures for the whole state. He noted that MAG has been collecting foreclosure data for Maricopa County. Another point is that even though a house is being foreclosed it does not mean that the house is vacant. He reported that MAG is working with APS and SRP to determine energy use and vacancy rates.

9. MAG Land Use Database Review

Jason Howard said MAG staff maintains a number of regional databases on an ongoing basis to assist member agencies. He noted that these databases are also used to develop an official set of population, housing unit, and employment projections. He said MAG staff has completed a review of the land use databases with the member agencies and updated the databases based on the feedback. He said Kurt Cotner is still incorporating comments. He said member agencies may request any of the datasets (e.g. developments, existing land use, general plan land use). He said MAG received 2 aerial imagery bids and both were disqualified. He said MAG will be receiving aerial imagery from Maricopa County and will share it with all member agencies. Dave Williams asked the resolution of the imagery. Jason Howard said 1 foot.

10. Building and Employment Databases Project

Jami Garrison said in an effort to provide unified employment and building information for effective socioeconomic and transportation modeling inputs, MAG has hired a consultant to work

on the Building and Employment Databases project. She said this project allows for the development and population of several building-based and employment-based inventory databases for the MAG region. She said the project has just begun. She said it is a year contract. She said MAG will produce the maps and analysis quarterly in the future. Wahid Alam asked for the minimum number of employees to be included in the employer database project. Anubhav Bagley responded that MAG is hoping to include employers with 5 or more employees and this process will confirm if those type of businesses are being captured. He said the top down approach that is being used for the current employer database included data from other sources. For the MAG employer database we are continuing with 5 or more employees any less than that and the accuracy goes down.

11. Data Collection Timeline

Heidi Bickart said that ongoing data collection efforts include land use information, employment and residential completions. She reported that a schedule for the collection of data for the next 6 months is included in Attachment Three. Heidi Bickart noted that the future activity involves reviewing MAG point databases such as hotel/motels, major group quarters, RV parks/mobile homes and apartments. She also noted that the Q3 residential completions are due next month and Q4 residential completions are due next January.

12. MAG Information Services Data Analysis

Peter Burnett said MAG staff has prepared a residential completions analysis with data from April 1, 1990 to end of calendar year 2009. He said the report is available on the MAG web site.

Mr. Burnett said MAG staff has created a project page on the MAG web site that contains maps on valley foreclosures: <http://www.mag.maricopa.gov/project.cms?item=12289>. This data is from The Information Market. He said MAG staff will continue to produce the maps and analysis on a quarterly basis. He provided an update on MAG housing data analysis.

Charlie McClendon said he noticed in Avondale that almost every house that went into pre-foreclosure also went into foreclosure and now it seems like there is a smaller percentage going into foreclosure. Anubhav Bagley said MAG staff is not currently tracking pre-foreclosure to foreclosure. He said MAG can calculate what percent go into foreclosure.

Wahid Alam asked if MAG can track what happens to foreclosed properties after they are foreclosed. Anubhav Bagley said the database from Information Market is provided to MAG on a monthly basis. He said Information Market takes the foreclosure property from the day the notice is filed until the auction is complete and if property is purchased by a third party then they no longer keep track of it but if it stays with the bank they continue to track it.

13. Regional Updates

DJ Stapley said Carefree is going to begin their visioning sessions for their General Plan update. Mr. Stapley noted that Carefree already incorporated the required elements in the last update so he said they do not anticipate a lot of change.

Wahid Alam said Mesa is going through a zoning code update that he anticipated being adopted next year. He said Mesa is also doing studies due to the extension of the light rail.

Heidi Bickart said that due to a number of new faces on the MAG POPTAC and in the planning departments at our MAG member agencies, MAG is offering a “POPTAC 101” immediately following this meeting. POPTAC 101 explains the role of POPTAC, the committee’s main functions, and major products. MAG staff will discuss the roles of MAG member agency staff and MAG staff as it relates to preparing estimates, developing projections, coordinating census activities and collecting data. She said everyone is welcome to attend, this is not just for POPTAC members.

14. Next Meeting of the MAG POPTAC

Charlie McClendon said the next meeting of the MAG POPTAC is scheduled for Tuesday, October 26, 2010 at 10:00 a.m. The meeting adjourned at 10:46 a.m.